

Warners To Release 18 Films

Maritime Circuit Sues FPC In NS

Franklin & Herschorn, Maritime circuit owned by Joseph M. Franklin and Meyer Herschorn, are suing Famous Players Canadian Corporation, its former partner, for a share in the operation of the Orpheus Theatre, Halifax, NS. The case will be

(Continued on Page 4)

Two Houses Open And More Soon

The opening of two new theatres and the setting of opening dates on four others highlighted the current week's industry building news. Also announced as nearing completion was one other and in addition the rapid progress of construction on three

(Continued on Page 3)

Variety Men Hustling To Put Over Show

The world premiere of Paramount's 40-star feature, "Variety Girl," to be held at the Imperial Theatre, Toronto, on Wednesday evening, August 27th for the Variety Village fund, is coming along in great style, committees report. The showing of the film will be preceded by a top stage show arranged by Barker Jack Arthur. Billy De Wolfe, one of the continent's newest and leading comedy stars, will be the master of ceremonies. Many luminaries of local night clubs will join Mildred Morey, Doug Romaine and others on the stage.

At the recent meeting of Tent

(Continued on Page 4)

Final Title Set

"Summer Lightning" will be the release title of Fox' "Scudda Hoo! Scudda Hay!"

Jack Warner Calls For Revised And Improved Showmanship

Warner Brothers will release 18 important productions and eight series of short subjects for the 1947-48 season, it was announced in Toronto by Haskell M. Masters, Canadian district manager, following the return of the company's

Mervyn Goldstone Now with SRO

First appointment to the Canadian staff of Selznick Releasing Organization now being set up by Charles Weiner, is Mervyn Goldstone who has resigned from the booking staff of Allied Co-Operative to become office manager of the Toronto branch.

Goldstone was with Empire-Universal prior to serving three years in the RCAF and returned to the Toronto sales staff, leaving earlier this year to join Allied.

New offices of SRO are at 50 King Street East, in the Letros Building, in Toronto.

Dominion representatives from the eastern division and Canadian conference in New York's Waldorf-Astoria. The three-day sessions were conducted by Ben Kalmen-son, vice-president and general sales manager, and were attended by more than 100 members of the organization.

Among those who heard such top men as Harry M. Warner,

(Continued on Page 12)

To Drop Discount On British Duty?

The 50 per cent discount of customs tariff on 35 mm. positive films (prints) imported into Canada from the United Kingdom, which has been in effect since April, 1941, may be dropped with the budget announcement in October. There is some expect-

(Continued on Page 3)

To Operate Aaron

Ray Lewis, the exhibitor, will operate the new 450-seat Aaron Theatre in Campbellford, Ontario, built by Mrs. Rappaport. It will be the town's second house.

UK WOULD MATCH OUR RENTALS

The drastic nature of the British tax on USA films and the opposition of producers, who will withdraw their films from the rich United Kingdom market, can be better understood when compared with Canadian figures.

The new import tax, called confiscatory by Hollywood, would reduce the \$68,000,000 returned to American producers annually to \$17,000,000—a sum on par with rentals from Canada, a country with about one-quarter the population of the United Kingdom.

Hollywood sends Great Britain about 350 films each year and these attract about \$400,000,000 through the boxoffices of 4,750 theatres from about 30,000,000 admissions weekly. Of the boxoffice receipts, \$332,000,000 remains in Britain for taxes and operation.

Canada's 1,323 theatres in 1945 earned net receipts of about \$56,000,000 from total admissions of about 217,000,000. Of this sum \$17,000,000 was paid for rental of films. All but several hundred thousand dollars of rental revenue went to American companies, who paid their Canadian operating costs out of it and met the remittance tax of

(Continued on Page 3)

Ullman Quits Pathe For Producer Post

Frederic Ullman, Jr., president of RKO Pathe, has resigned from that position and will join Dore Schary, executive vice-president in charge of production, as an RKO feature producer.

Tentatively scheduled as the first Ullman production is "The Window," adapted from "The Boy Cried Murder."

Ullman was the creator in 1942 of the popular This Is America series, released in Canada as the Today and Tomorrow shorts.

Joins Vanguard As Selznick Assistant

Hiram S. Brown, Jr., has joined Vanguard Films, Inc., as business assistant to David O. Selznick, it was announced recently. He will begin his duties immediately.

Previous to volunteering for service with the Army in June, 1942, Brown was an executive producer at Republic Studios.

Republic's Net For First Quarter

For the thirteen weeks ended April 26th, 1947, Republic Pictures Corporation and its subsidiaries report a net profit of \$519,305.63 before federal tax provision, estimated federal normal and surtaxes of \$207,722.25, or a net after taxes of \$377,583.38.

Lawson to UK

The Hon. J. Earl Lawson, managing director of Odeon Theatres of Canada, sailed for Britain on the Queen Elizabeth last week accompanied by Mrs. Lawson. He will meet with his British associates.

Hollywood ON TOUR

By HEDDA HOPPER

Cedar City, Utah, July 28.—Ever since I started writing a column, I've been giving you news about Hollywood. When I left on this trek, I promised to let the people tell me what they thought of Hollywood and its pictures. So I introduced myself to John Rowberry, the motion picture exhibitor here. He said: **TWENTIETH CENTURY-FOX PICTURES BRING HIM THE BIGGEST RETURNS AT THE BOXOFFICE!**

NATURALLY!

.... and *WHAT* returns Mr. Rowberry and every exhibitor will get *WHEN HE PLAYS*.....

KISS OF DEATH

VICTOR MATURE
BRIAN DONLEVY • COLEEN GRAY

MOTHER WORE TIGHTS

TECHNICOLOR

BETTY GRABLE • DAN DAILEY

THE FOXES OF HARROW

REX HARRISON • MAUREEN O'HARA

NIGHTMARE ALLEY

TYRONE POWER • JOAN BLONDELL
COLEEN GRAY • HELEN WALKER

DAISY KENYON

JOAN CRAWFORD
DANA ANDREWS • HENRY FONDA

THE SNAKE PIT

OLIVIA DeHAVILLAND
MARK STEVENS

FOREVER AMBER

TECHNICOLOR

LINDA DARNELL • CORNEL WILDE
RICHARD GREENE • GEORGE SANDERS

GENTLEMAN'S AGREEMENT

GREGORY PECK • DOROTHY McGUIRE
JOHN GARFIELD

CAPTAIN FROM CASTILE

TECHNICOLOR

TYRONE POWER
JEAN PETERS • CESAR ROMERO

...from **20**th Century-Fox

Two Houses Open And More Soon

(Continued from Page 1)

houses and extensive alterations to five others were reported.

In **Humberstone Ontario**, the 450-seat Imperial Theatre, a Foto-Nite operation, was opened recently with appropriate ceremonies. It is the second to open within the space of a few months, the first being Rose Zielski's 500-seater.

The first theatre in **Tracadie, NB**, went into operation recently with a large audience being welcomed by Ludger McGraw, who was responsible for the theatre, and J. McAlvy, manager.

Twindex Century Theatres' \$100,000 house in **Sudbury, Ontario**, is expected to open at the end of the month. B. J. Walker's 300-seat Beaver Theatre in **Minnden, Ontario**, the first there, is due to premiere any day. T. Mascioli's 1,000-seat house in **Timmins, Ontario**, has had its opening date set and it will likely be the Labor Day holiday, while the 500-seat **East Florenceville, NB**, theatre, built by G. Green & Sons, is to be ready for an October 1st preview. It is the first in that district.

Paramount Windsor Theatres, a Famous Players affiliate, is making good progress on its 914-seat, \$150,000 structure in **Windsor, Ontario**, and the opening is expected soon, although no definite date has been set.

Concrete footings were reported in for balconies for two **Biltmore Theatres'** houses, the 700-seat project in **New Toronto** and the 1,000-seat building on **Yonge Street in Toronto**.

The framework is under way for **Theatre Laurier Limitee's** \$125,000 theatre in **Victoriaville, Quebec**. On completion it will seat 800.

Jay I. English, head of **Odeon's** engineering department, announced that over \$45,000 will be spent for alterations to the **Capitol Theatre in Brampton, Ontario**. Estimates include new front, foyer, balcony and seats, as well as new projection and sound equipment. Complete redecoration is also on the program. At present the house seats 826 and it will be closed for a period of three months while work is going on.

'Half Way House' To Be Flynn Pic

Warner Brothers has bought "Half Way House," alpine thriller by Frances Potter and Spencer Ross, as a starring vehicle for **Errol Flynn**. Peter Godfrey, who last directed Flynn in "Cry Wolf," has been assigned to direct.

UK Rentals Would Be On Par With Ours To Drop Discount On British Duty?

(Continued from Page 1)

ten per cent. Prior to the war the revenue from Britain, next to the USA the world's greatest film market, represented the profit of Hollywood films, which paid production costs through domestic exhibition. Loss of the British market will be a blow to Hollywood but it may recover from it in a year or two if world exhibition continues to expand, especially in South America and Europe.

But Britain, whose theatre industry was built on American films, will be hit even harder. British theatre operators are outraged by the government's action, for they cannot keep open with the 45 films produced at home last year—hardly enough to meet the quota of domestic footage imposed on them in ordinary times. These occupy no more than 20 per cent of screen time. Withdrawal of USA films will mean serious unemployment in the British theatre industry and it will also reduce the ample amusement tax yield to comparatively little.

J. Arthur Rank, the United Kingdom's leading theatre and film figure (and the world's as well) is opposed to the present measures. His efforts to establish British films in the world's greatest market, the USA, may fail because of retaliation. Arrangements made this year with the USA's greatest distributing companies may be upset, with an es-

timated loss in rentals of \$20,000,000.

It is not known for sure whether Canadian films will be affected by the new measures, but it is felt that they will. "The Whispering City," a feature production, and the NFB's "Exercise Muskox" are just about ready for distribution in Britain.

Great Britain provides about 25 per cent of the world rental revenue to Hollywood, while Canada provides about four per cent. It can readily be seen why USA film makers refuse to accept the new taxation.

American producers, aware of Britain's desperate plight, offered to allow blocking of a portion of their revenue, as was the case during the war, but this was refused.

Motion picture stocks dropped a little following the news of Hollywood's intended withdrawal.

Sears UA Prexy After Shakeup

With the naming of **Gradwell Sears** to the presidency of **United Artists** by **Mary Pickford** and **Charles Chaplin**, the battle for control and the rumors of sale to **J. Arthur Rank** and others seem to have died down. Sears' appointment is effective immediately.

Arthur W. Kelley was named executive vice-president and has assumed his new duties. He goes to England to continue on the distribution policy worked out by **Sears** while there recently. Kelley's trip seems to bear out the recent news that **David Coplan**, who was promoted from Canadian general manager to managing director for Great Britain two years ago, will leave the company.

United Artists will set aside \$5,000,000 for production and distribute only films from now on in which the company holds a financial interest.

George Bagnall continues in charge of production.

Edward C. Raftery, retiring president, returns to law practice. His firm will continue to represent **United Artists**.

It is considered that greater authority will be given to **Joe Unger**, present sales manager, and additions of top executives to aid him will be made.

There are no signs that the Canadian district, headed by **Charles Chaplin**, will be affected in any way.

(Continued from Page 1)

tation of this, although such a move was indicated earlier but it did not materialize. There is the possibility that it will be delayed further.

Valuation of positive prints from Britain is eight cents per foot, and to this is added a tax of one and one-half cents per foot, with an eight per cent sales tax imposed on the total sum. The 50 per cent discount was applied to the total.

United Kingdom 16 mm. reels come in gratis but an eight per cent sales tax is applied unless they are slated for educational use. The sales tax is applicable on eight and 16 mm. silent films.

On British negatives there is a ten per cent tax on the price paid but the sales tax is not applicable because they are to be used for further manufacture.

Positives from the USA have a valuation of eight cents per foot, with a tax of two and one-quarter cents per foot. The eight per cent sales tax applies to the total. USA 35 mm. negatives are taxed 27¼ per cent on the price paid, and 16 mm. negs from that country are assessed at 20 per cent.

Film Postponed

Producer **Hal E. Chester** announced that he has postponed shooting on **Craig Rice's** "The Big Story" until next January, to permit devoting all his time to "Smart Woman," **Allied Artists** release that will star **Constance Bennett**, **Brian Aherne** and **Barry Sullivan**.



**FOR
THEATRE
REQUIRE-
MENTS
CONTRACT
SALES OFFICE**

EATON'S

Stars For 'Wanted'

Van Johnson and **Ava Gardner** will be starred by **MGM** in a romantic drama temporarily titled "Wanted," from an original story by **Charles Martin**.

M. C. Perry Passes In Toronto At 53

Moffet Charles Perry, head of the maintenance department of **Odeon Theatres of Canada**, passed away recently in **Christie Street Hospital**, military institution, at the age of 53. He had been ill since last November.

Prior to joining **Odeon** he was with **Famous Players**. At one time he managed the **Orpheum Theatre, Sault Ste. Marie**. He had been ill from time to time for years, for he was gassed and wounded in the first World War.

He is survived by his wife, daughter, mother, sister and brother, the last-mentioned being **A. W. Perry** of **Empire-Universal Films**.

Interment was at **Mount Hope Cemetery, Toronto**.

Maritime Circuit Sues FPC In NS

(Continued from Page 1)

heard in the Nova Scotia Supreme Court, sitting in Halifax in October.

Wreckers are demolishing the Orpheus and Famous Players will build a new Paramount Theatre to replace it.

According to Franklin & Herschorn, the Orpheus was operated under a separate agreement during their partnership and this was continued when that company and Famous Players ceased joint operation of the Maritime circuit. This agreement is now in dispute.

Recently Famous Players purchased the property from the Gastonguay family and thus became the landlords. Franklin and Herschorn maintain that the Orpheus agreement has no expiry date and is still in effect. The company is suing to establish this in court.



Get Those Tickets Going

The boys were a bit edgy at the recent Variety meeting and dinner, the heat leaving none in the mood for detailed discussion. Although it was the most poorly attended meeting to date, those present guaranteed the sale of about \$4,000 worth of tickets. Those absent are expected to respond just as generously and reduce the element of chance. It is hoped that the total yield for the Variety Village fund will amount to \$25,000.

One of the hardest workers in the Variety scheme of things is Jimmy Cameron, a bright-brained excitement stirrer attached to Jim Nairn's Famous Players staff. Cameron, a fellow-Islander, and I started for the 10.50 p.m. boat after the meeting but ended going home in a water taxi hours later.

It seems that Jack Fitzgibbons, Jr. and Jack Fitzpatrick, the clothier, were entertaining Pete Pithas, a USA peacetime pilot and wartime buddy, in the King Eddy's bev compound prior to the trio heading for Sudbury for business, fishing, etc. We joined them. Time went by and boats went by, with many a good laugh ringing clear. On the way out, with just enough time to catch the last regular ferry, we came upon Art Ducharme, in town from Windsor, renewing acquaintances with an ex-Windsorite now here, Ken Wells. Naturally, Jim and I stopped to greet the lads and the minute or two devoted to those courtesies made us miss the boat.

It was worth it to gab with the boys. Besides, missing ships is nothing new to me. I have my epitaph all picked out: "He Missed the Boat."

It developed that one of the passengers on the night launch that took us to our Island homes was a well-upholstered dame, somewhat elderly and mighty well moistened. She was due off at the same stop as Cameron who, as a gentleman with ingrained courtesy, tried to help her onto the dark dock. She was sure that the launch, lying still in the water, was being tossed by waves and balked. But James, with wonderful tact and muscle, finally got her out of the boat and the pilot was so glad to be rid of her that he passed up the fare.

The lady, woozy, happy and romantic, either couldn't or wouldn't take a step further. There she was, teetering over the water, with nothing between her and the drink but the gallant James. He, I imagine, was caught between chivalry and disgust. As we drove away I heard Jimmy's voice, cajoling and coaxing in turn, with phrases designed to get the lady to be sensible and with tones that said "Now, how did I get into this?"

Anyone else would have left her there—or pushed her in. But Jimmy, full of cheer and the spirit of Variety, didn't. At least, he hadn't while we were still in sight.

The next day Jim told me that it was downright embarrassing after that. He got the lady over to the main street, where a policeman in front of the station approached the tipsy one and her unwilling companion. Mr. Cameron was chilled with fear that the policeman might misunderstand and detain him, for he had important business on the morrow. But the cop knew the character, took charge of her and saw that she got home.

On that important tomorrow Jim accompanied Santa Claus to the City Hall, where he was welcomed by Mayor Robert Saunders to help the Star Fresh Air Fund. Santa was here out of season in connection with "Miracle on 34th St.," at Shae's.

That Mr. Cameron, he sure gets around.

The Not-So-Wise Guy

"Listen," the confidence man growled. "We're supposed to be the wise guys, aren't we? Always outsmarting suckers for their money—that's us."

"Sure, we're the wise guys. But—tell me—how come we have to take it from them? They already have the thing we want. We're always second. They're smart enough to get it before we do."

"They get more out of life than we do. No cops to worry about, no lies to think up, no conscience to kill. And we call them suckers."

"So, tell me honestly, which of us is really the wise guy and which the sucker?"

Variety Hustling For Show Night

(Continued from Page 1)

28, Variety International, which is sponsoring the vocational guidance school and residence for crippled kids, members accepted responsibility for thousands of dollars worth of tickets. It is hoped that the affair will yield \$25,000.

Most certainly it will be the outstanding event of its kind in Toronto stage history. By permission of the chief of police, Yonge Street will be roped off in front of the theatre. All the stuff that goes with a Hollywood premiere will be in play—lights, newsreel cameramen, radio interviewers, etc.

The 30-man Variety committee reports that the various activities connected with the premiere are well taken care of, while Gordon Lightstone, chief of the ticket committee, has praised the energy of his men in selling tickets. Every Variety member is expected to help guarantee the success of the affair by interesting their friends, thus removing complete reliance on the boxoffice sale.

Among the interesting points of the evening will be a painted old-time theatre curtain bearing local advertising. A number of pleasant surprises are expected on the night of the show, for quite a few celebrities may be in Toronto at the time for the Canadian National Exhibition and lend their presence.

Lieutenant-Governor Lawson, Premier Drew of Ontario and Mayor Saunders of Toronto will occupy flag-draped boxes.

Zaitzow To Operate Melville Theatres

Jack Zaitzow has assumed the operation of his two theatres in Melville, Saskatchewan, the 472-seat Princess and the 594-seat Roxy. The Roxy, which was completed about a year ago at a cost of \$70,000, was run for the last ten months by the Saskatchewan Amusement Company.

Resident manager of both theatres will be Zaitzow's son, Irving.

Astral To Release 'People's Charter'

"The People's Charter," a two-reel short produced by the United Nations Educational, Social and Cultural Organization, will be released in Canada by Astral Films. Announcement by I. H. Allen, head of Astral, also carried the information that the entire Famous Players and Premier Operating circuits had booked the film.

**BETTER
BOXOFFICE
RECEIPTS**

Pete Barnes
PRESENTS

**FOTO
NITE**

THE THEATRE'S
GREATEST MONEY MAKER
CREATING AND SUSTAINING
BOX OFFICE RECORDS

Head Office
NOW LOCATED IN NEW
ENLARGED PREMISES
Suite 702
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Quebec & Maritimes
QUEBEC CINEMA BOOKING REG'D.
754 Sherbrooke West
Montreal
Western Canada
FOTO-NITE DISTRIBUTORS, Inc.
1246 Burrard St.,
Vancouver.

“I Wonder What The End Will Be...
This Suspense Is Awful ...”

IN
PARAMOUNT'S
WONDER
SHOW
OF TODAY
ABOUT
THE FIRST
WONDER-
STAR OF
THE SCREEN!...



The Untold Life and Love Story of the

THE **PERILS** *of*

"Bing! Bang! Biff! They Throw Her Off a Cliff..." in
THE NATION'S BIG 4TH OF JULY SHOW!

These Famous Stars Of Yesterday Help Re-Create
The Glamorous Days When Hollywood Was Young!

WILLIAM FARNUM
PAUL PANZER
JAMES FINLAYSON
HANK MANN
BERT ROACH

CHESTER CONKLIN
SNUB POLLARD
CREIGHTON HALE
FRANCIS McDONALD
HEINIE CONKLIN

Immortal Thrill-Queen of the Movies!

PAULINE

in **TECHNICOLOR**

Starring

BETTY HUTTON

JOHN LUND

Who played opposite Olivia DeHavilland in her Academy-Award-winning role

with

BILLY DeWOLFE

A solid boxoffice draw after his comedy hit in "Blue Skies"

William Demarest

One of the top sensations of "The Jolson Story"

Constance Collier

Frank Faylen

Directed by

George Marshall

Screen Play by P. J. Wolfson
and Frank Butler

Produced by Sol C. Siegel



It's 3 Wonder Shows in One!!

A FASCINATING NOSTALGIC CAVALCADE

of the days when Hollywood was in New Jersey and "The Perils of Pauline" was a national institution.



Recreating the hilarious, death-defying adventures that inspired a popular song that has never died.



Taking the old and new-timers behind the scenes to the inside story of movie making in the "silent" days.



Recalling the era when a whole nation waited every week to see what happened next to "Poor Pauline".

A NEVER-BEFORE- REVEALED LOVE STORY

of Pearl White, who thrilled America with her daring . . . then captivated Europe with her beauty and glamour.



Sweat-shop slavey—but only until she moved toward fame with her first magic song in vaudeville.



Betty Hutton's fine portrayal of Pearl White is richer in emotional scope than even "Incendiary Blonde."



John Lund as the secret man in the Thrill-Queen's life matches his famous performance in "To Each His Own."

A STUNNING MUSICAL IN 1947 TECHNICOLOR

Introducing the newest and biggest hits of the airwaves in the year's biggest production numbers . . .



Four new hit numbers by Frank Loesser including "Rumble, Rumble, Rumble" and "Poppa Don't Preach To Me."



"Poor Pauline" and other fun-to-hum favorites background the action with an unusual score.



The Living Curtain of Beautiful Girls keynotes the production lavishness of its big, handsome numbers.

FLASH!

First Trade Reviews Hail It As "Sock Entertainment . . . That Will Make The Exhibitor Feel What A Bonanza Is Like Once More!"

"THE PERILS OF PAULINE"

From **PARAMOUNT**—July 4th

AND THEN: "DEAR RUTH"! "WELCOME STRANGER"! "DESERT FURY"!!! "VARIETY GIRL"!!!!

Honeymoon

with Shirley Temple, Franchot Tone
RKO 74 Mins.
LIGHTWEIGHT NUMBER HAS
"NAMES" TO SELL, FAIR SORT OF
COMEDY PLOT.

The main trio of players herein are bolstered by the talents of Lina Romay, Gene Lockhart, Grant Mitchell and others who are familiar on the current scene. Marquee value is at once indicated in Shirley Temple, Guy Madison and Franchot Tone.

Primarily it is a comedy of fluff stuff in which missed transport connections set off the doings which were primarily aimed to wed the principals. Madison would have met and wed Miss Temple. A delay in a flight confuses things and Miss Temple enlists Tone, consular rep. His efforts to console the would-be bride lead to complications with his own girl, Lina Romay.

The setting is Mexico and the surrounding business is made to give a Latin blend in unfoldment. Next the groom shows up. The wedding is delayed. She's under 18, needs her parents' consent. Then there's the matter of a medical convention in town. More trouble follows when Miss Temple reveals she lied in order to get her entry permit. She said she was married.

There is an attempt made to hold Madison and Miss Temple for investigation but they run off. They look up Tone and further complicate his life. Here visiting USA congressmen invade the scene and a little later at another session with Miss Romay a few strings are pulled and the Temple-Madison nuptials are performed.

Enough situation and incident is generated to keep interest up most of the time.

CAST: Shirley Temple, Franchot Tone, Guy Madison, Lina Romay, Gene Lockhart, Corinna Mura, Grant Mitchell, Julio Villareal, Manuel Arvide, Jose R. Goula.

CREDITS: Producer, Warren Duff; Director, William Keighley; Screenplay, Michael Kanin; Based on a story by Vicki Baum; Photography Director, Edward Cronjager.

DIRECTION, Average. PHOTOGRAPHY, Good.

Michael Curtiz Buys Story By Jerry Wald

"Forever and Always," an original story by Jerry Wald, Warner Bros. producer, has been bought by Michael Curtiz for a film musical to be made by Michael Curtiz Productions for Warner release. Allen Rivkin and Laura Kerr will do the screenplay, with George Amy serving as associate producer.

The Hucksters

MGM with Clark Gable, Deborah Kerr 115 Mins.
BRILLIANTLY-PLAYED LOVE STORY WITH ROBUST COMEDY STANDS OUT AS ONE OF THE BEST BOXOFFICE BETS OF THE SEASON.

For the exhibitor "The Hucksters" is going to be a pleasant problem in multiples. Multiply the readers of the original novel who bought it out of interest in the subject; then multiply again distribution by the book clubs, then still again readers of the condensed version. Add to all this Everyman and Everywoman—they who listen to commercials on the radio and fairly blow their tops when the hucksters have their moment. The total is staggering. What that means at the boxoffice in terms of "let's see what the movies made of it?" contemplation and interest has enormous potentialities. And there's no apparent reason why they should not be realized.

Arthur Hornblow, Jr.'s first-water production of Frederick Wakeman's novel takes the audience into a new, behind-the-scenes world of connivers, plotters, and would-be seers who think they have their collective fingers on the public pulse. This is the world of radio advertising and central attention is riveted on a crochety old man of questionable taste who hounds, browbeats and drills into his ad agency his theories of what will make soap sell.

Sydney Greenstreet, playing the soap tycoon, meets his doom at the hands of Clark Gable, who is listed as a fine hand at the game.

Just five minutes under two hours running the film passes in review with never a dull spell, the passage of time is not apparent. There is so much to keep the mind occupied. Just about every bit is responsible for interest compulsion.

Apart from and very separate is a collection of names that will lure an audience anywhere. The Gable magnetism can be taken for granted. Deborah Kerr's first US role is an example of taste, dignity, aloofness and a fine display of talent. Greenstreet's performance should lay them low. Add to this top collection such worthies and beauty as Ava Gardner, Edward Arnold, Adolphe Menjou, Keenan Wynn.

Beautee Soap being soap and Gable a character in the advertising world who commands respect, first thing he is tangling with Greenstreet and sells him a slogan and a slick procedure for advertising the product. Miss Kerr enters the story as widowed mother of two youngsters whom Gable approaches for a paid testimonial. She is quite frank. Money to be paid her is for her favorite charity. She and her offspring are her favorite charity. Immediately Gable evinces serious affection which she is disturbed by and fails to give the proper reaction.

Later Gable is sent to the Coast to connive a deal for a fading comic that Greenstreet likes—Keenan Wynn—and he signs the man. prepares a radio show. Miss Kerr shows up later, having thought better of her previous rejection of Gable. There's an interlude in which affections are cemented and they meet again back in New York. Gable has a promising future with Greenstreet whom he has sold but he chucks it all for honesty of purpose and marriage with Miss Kerr.

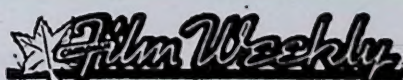
It is a good love story, adult, intelligent and clever. Also it is robust comedy that gives the narrative uproarious punctuation at many intervals. Mark it off as one of the best bets of the season. Jack Conway's direction retains considerably more than is to be discovered in the printed version.

CAST: Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn, Edward Arnold, Aubrey Mather, Richard Gaines, Frank Albertson, Douglas Fowley, Clinton Sundberg, Gloria Holden, Connie Gilchrist, Kathryn Card, Lillian Bronson, Vera Marsha, Ralph Bunker, Virginia Dale, Jimmie Conlin.

CREDITS: Producer, Arthur Hornblow, Jr.; Director, Jack Conway; Screenplay, Luther Davis; Adaptation, Edward Chodorov, George Wells; Based on a novel by Frederic Wakeman; Photography, Harold Rosson; Art Directors, Cedric Gibbons, Urie McCleary; Film Editor, Frank Sullivan; Musical Score, Lennie Hayton; Recording Director, Douglas Shearer; Set Decorations, Edwin B. Willis, Jack D. Moore.

DIRECTION, Excellent.

PHOTOGRAPHY, Fine.



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HYE BOSSIN, Managing Editor

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The Guilt of Janet Ames

with Rosalind Russell, Melvyn Douglas
Columbia 38 Mins.

POTENT, DIFFERENT PSYCHIATRIC
DRAMA HAS SOUND PERFORMANCES.
GOOD WRITING AND ELEMENTS AIM-
ED FOR FEMME TRADE TO SEND IT
OVER THE LINE.

Of first importance is the fact that this one is sufficiently different to warrant a little extra attention from the exhibitor to play it to profitable advantage. Difference from run-of-the-mill usually means audience satisfaction.

The story is an unusual affair pointing up the mental turmoil of a woman bereaved of her husband by the war. He was a hero. He died saving the lives of five men. His wife, aptly and skillfully played by Rosalind Russell, is seeking these men out to learn if her husband's sacrifice was worth their continuing existence.

The above comes about when Miss Russell is struck by a car and brought to the hospital where Douglas, a boozing reporter who has just been fired, finds her. She had a list of names. His was on it. By virtue of suggestion and with some help from drugs, Douglas leads Miss Russell from character to character and helps her to see how her husband's deed enabled others to carry on and live full lives.

As the last man on the list, before Douglas, Sid Caesar has a fine moment for comic treatment of psychiatry and he gets off his routine in a manner that should have the audience roaring.

Finally it's Douglas' turn to tell his case. But by this time Miss Russell has snapped out of it. Douglas makes off. She finds him in a bar, liquoring up and he confesses to the frauds, explains that he was responsible for the man's death, he gave the order. Previously Miss Russell had bared her part in the Douglas reasoning—she was no prize package as the man's wife. Between the two profound understanding is reached.

CAST: Rosalind Russell, Melvyn Douglas, Sid Caesar, Betsy Blair, Nina Foch, Charles Cane, Harry Von Zell.

CREDITS: Director, Henry Levin; Screenplay by Louella MacFarlane, Allen Rivkin, Devery Freeman; Based on a story by Lenore Coffee; Cameraman, Joseph Walker.

DIRECTION, Very good. PHOTOGRAPHY, Fine.

Murvyn Vye Cast

Murvyn Vye will play the singing role of Merlin the Magician in Paramount's Bing Crosby starrer, "A Connecticut Yankee."

Following the 'Jolson' Plan,
Another Picture of Great Size!

in **HEAVENLY
TECHNICOLOR!**

SHE **SINGS!** SHE **DANCES!** SHE'S **TERRIFIC!**
**BUT WHO
IS SHE?**

COLUMBIA PICTURES presents **LARRY
RITA Hayworth * Parks**
Down to Earth

HEAR THE NEW SONG HITS!
"They Can't Convince Me"
"Let's Stay Young Forever"
"People Have More Fun Than Anyone"

MARC PLATT · ROLAND CULVER · JAMES GLEASON · EDWARD EVERETT HORTON
ADELE JERGENS · GEORGE MACREADY · WILLIAM FRAWLEY
Original screenplay by Edwin Blum, Don Hartman
Songs by Allan Roberts and Doris Fisher
Directed by **ALEXANDER HALL**
A DON HARTMAN PRODUCTION

A COLUMBIA PICTURE

Complete 20 Pix On RKO Program

With about 20 features of RKO's 1947-48 program completed, the others of the scheduled 36 are in various stages of work.

Features now before the cameras include "I Remember Mama," with Irene Dunne and Barbara Bel Geddes, produced by George Stevens; "The Miracle of the Bells," produced by Lasky-MacEwen, starring Fred MacMurray, Frank Sinatra and Valli; "Return of the Badmen," with Randolph Scott, Robert Ryan, Anne Jeffreys, George "Gabby" Hayes and Jacqueline White.

Also "Your Red Wagon," from the Edward Anderson novel, "Thieves Like Us," teaming Cathy O'Donnell and Farley Granger; "Roughshod," with Gloria Grahame, Robert Sterling, Claude Jarman, Jr., and Myrna Dell; and "Tarzan and the Mermaids," produced by Lesser with cast headed by Johnny Weissmuller and Brenda Joyce.

Scheduled are Leo McCarey's "Good Sam," to star Gary Cooper and Ann Sheridan; Independent Artists' first, "The Velvet Touch," starring Rosalind Russell with Sidney Greenstreet; "Mr. Joseph Young of Africa," first RKO production; two more Cary Grant productions, "The Bishop's Wife," produced by Goldwyn and costarring Loretta Young and David Niven, and "Mr. Blandings Builds his Dream House," to co-star Myrna Loy.

Loretta Young will also star in "The Dark Medallion" and "Rachel," a short story by Howard Fast. "Berlin Express" will be produced by Bert Granet in Berlin, starring Robert Ryan and Merle Oberon. Principals of "The Harder They Fall," from the Budd Schulberg novel, will be Joseph Cotten and Robert Mitchum.

Frederic Ullman, Jr., will produce "The Window," by Cornell Woolrich, at the RKO Pathe New York studio.

Other features scheduled include "The Set-Up," starring Robert Ryan, from Joseph Moncure March's narrative poem, produced by Richard Goldstone. Jane Greer will have top roles in "Stations West," starring Dick Powell; "Out of the Past," co-starring Robert Mitchum, and "They Won't Believe Me," co-starring with Robert Young and Susan Hayward.

George Raft and William Bendix will be starred in "Race Street," while "The Boy With the Green Hair," is to be produced by Adrian Scott. Stars of "Seven Keys to Baldpate" are

St. Anne Feast Film Being Made By Fox

Twentieth Century-Fox has sent a crew to Quebec to photograph the traditional ceremonies attendant upon the feast of St. Anne at St. Anne de Beaupre, Quebec. To be used in a Technicolor short in the Movietone Adventure series, the scenes will also include shots of Quebec City and other historic and picturesque spots in Quebec.

Jack Darrock, editor of Movietone Adventure, is accompanying Jack Painter, cameraman, on his trip. Narration for the final release will be done by Lowell Thomas.

New Company's First

Ace Productions, newly-formed producing company which will release through PRC, has put its first film before the cameras. Titled "Headin' for Heaven," its stars are Stuart Erwin and Glenda Farrell.

Columbia Buys Story For New Autry Film

An original screen story, "Hideaway," written by Dwight Cummins and Dorothy Yost, was purchased recently by Columbia to serve as the basis of a new Gene Autry film when the cowboy star returns to Hollywood from his annual Eastern rodeo tour. It will be Autry's fourth picture for Columbia, and will be screened in Cinecolor.

Phillip Terry and Jacqueline White.

Tim Holt will star in Two Zane Grey Westerns, "Under the Tonto Rim" and "Wild Horse Mesa," as well as in four Westerns with historical backgrounds. "Dick Tracy Meets Karloff," will team Ralph Byrd and Boris Karloff and there will be two additional Tracys.

"The Road to Carmichael's," based on a Saturday Evening Post serial, and "Mystery in Mexico" will be produced at the Churubusco Studios in Mexico City.

Features in preparation include "The Robe," based on the Lloyd C. Douglas novel, to be produced in Technicolor by Frank Ross; "Ivanhoe," from the Sir Walter Scott classic; "Lewis and Clark," in Technicolor; "The Pittsburgh Escapade," with Barbara Bel Geddes and Melvyn Douglas; "The White Tower," Book-of-the-Month Club selection by James Ramsey Ullman; "The Captain Was a Lady," by Neil Peterson; "Simon Bolivar," "Mortgage on Life," by Vicki Baum and Herman Mankiewicz; "Education of the Heart," "Beyond All Doubt," By Billy Rose, and others to be revealed.

Harry Michalson Is New RKO Pathe Head

Harry Michalson, RKO short subjects sales manager, has been named as the new head of RKO Pathe, succeeding Frederic Ullman, Jr., who resigned to take a position as feature producer with RKO. Jay Bonafeld, formerly Pathe vice-president in charge of production, steps up to vice-president and general manager. Douglas Travers becomes the new production head.

With Pathe News having been acquired by Warner News, RKO Pathe will concentrate on the This Is America, Sportoscopes and Flicker Flashback series, operation of the New York studios and increased production of commercial films. Plans are also well under way for two new series of shorts involving 19 additional reels.

Old Slate Returned In MPEA Election

At a directors' meeting held recently in New York, the following were re-elected officers of the Motion Picture Export Association for 1947-48:

Eric Johnston, president; Francis S. Harmon, vice-president; Irving A. Maas, vice-president and general manager; Gordon E. Youngman (vice-president and general counsel of RKO), secretary; Herbert J. Erlanger, assistant secretary; Geo. Borthwick, treasurer; Frederick W. Du Vall and Frank J. Alford, assistant treasurers.

Painter To Britain For Hanson 16 M.

Neville Lewis, formerly of the National Film Board, has joined Hanson 16mm. Movies Limited, and will work in conjunction with the expanding educational department of the firm.

Lewis' appointment was announced by Harry Painter, general manager, who states that an extensive program of growth will make it possible to meet increasing public demands for films and equipment.

Painter is flying to Great Britain for three weeks to meet the trade and examine product.

Hanson 16mm. Movies are the exclusive agents in Canada for Eagle-Lion, Monogram and Alliance entertainment films as well as being the sole Canadian distributors of the subjects from libraries of Gaumont British Instructional Limited and Religious Films Limited, both of London, England.

New films are constantly being added to the already well stocked library and are distributed throughout Canada by their many branch libraries.

Emp-U Vs. Rank In USA Courts

In the New York Federal Court Judge Alexander Holtzoff signed a stipulation last week which granted three of the defendants in the Empire-Universal Films, Ltd. suit against J. Arthur Rank, J. Arthur Rank Organization, Eagle-Lion Films, Inc., and others, an extension until September 2nd to answer or otherwise move in connection with the action.

Empire-Universal seeks declaratory judgment in connection with its rights to exclusive distribution of Rank films in Canada and Newfoundland under a United World Pictures, Inc. contract.

Empire-Universal at the same time seeks judgment of \$1,000,000 against J. Arthur Rank personally.

Formal notice of judgment by Judge J. Genest had been given earlier at Osgoode Hall, Toronto, of dismissal of the appeal by J. Arthur Rank Organization, Inc., Eagle-Lion Films, Inc., and General Cinema Finance Corp., of an order by the Master in Chambers allowing service of writs outside of Canada by Empire-Universal Films and United Pictures of Canada, both of Toronto.

Judgment granted costs of appeal to Empire-Universal and United World, who have entered suit against Rank and his companies for alleged non-fulfillment of contract for the Canadian franchise. Other defendants who did not figure in appeal from the order include Eagle-Lion Films of Canada and Monogram Pictures of Canada, both of Toronto.

'To The Victor'

Dennis Morgan and Viveca Lindfors are the stars of Warners' "To the Victor," part of which is being shot in Paris and Normandy.

Wrather To Produce For Mono, Allied

Steve Brody, president of Allied Artists and Monogram, has completed negotiations with producer Jack Wrather for a multiple picture deal on both the Allied Artists and Monogram slate.

First to go on Wrather's new deal will be "The Quest of Willie Hunter" by Leon Ware, which he will produce for Monogram release and will star Don Castle. Planned by Wrather for Allied Artists production are "In His Steps," and "Turning Point," both of which will have \$1,000,000 budgets.

Warners To Release 18 Pictures

Jack Warner Asks Revival Of Showmanship, Exploitation By Exhibs, Managers

(Continued from Page 1)

president; Major Albert Warner, vice-president; Jules Lapidus, eastern and Canadian division sales manager; Norman H. Moray, short subject sales chief and head of Warner News; and Mort Blumenstock, vice-president in charge of advertising and publicity, were Haskell Masters, one of the company's four district managers, and his six branch managers.

The Canadian branch managers on hand were Morris Saifer, Calgary; Grattan Kiely, Montreal; Mickey Komar, Saint John; Irvin Coval, Toronto; Earl H. Dalgleish, Vancouver; and Frank Davis, Winnipeg. Canadian salesmen at the convention were M. Belkin, Calgary; A. Cohen, Montreal; Peter Myers and Alf Piggins, Toronto; and B. Brookler, Winnipeg.

The Technicolor film version of "Life With Father," with Irene Dunne and William Powell, has opened on Broadway. It will be shown at special engagements only. Another highlight of the season will be "The Voice of the Turtle," also an outstanding stage success.

First release of the new season will be "Deep Valley," starring Ida Lupino, Dane Clark and Wayne Morris, dated for September 1st. This will be followed late that month by "Night Unto Night," starring Ronald Reagan and Viveca Lindfors. Other coming releases include "Dark Passage," starring Humphrey Bogart and Lauren Bacall; "The Unsuspected," Michael Curtiz Production, with Joan Caulfield and Claude Rains; "Escape Me Never," with Errol Flynn, Ida Lupino, Eleanor Parker and Gig Young; "My Wild Irish Rose," with Dennis Morgan; "Wallflower," with Joyce Reynolds, Robert Hutton, Janis Paige and Edward Arnold; "Ever the Beginning," United States Pictures production, with Lilli Palmer and Sam Wanamaker; "Voice of the Turtle," with Ronald Reagan, Eleanor Parker, Eve Arden, Wayne Morris and Kent Smith, and others.

A flexible schedule, which can be adapted to any changes in conditions, will be maintained, Kalmenson stated.

At the Chicago meeting, which was held later, Jack L. Warner predicted continued prosperity for the motion picture industry if it operates on a basis of sound peace-time values instead of coasting along on war momentum. The intelligent cutting of production costs on one hand and a revival of showmanship in exhibition on the other, along with

high-grade product would be more than sufficient to offset threats of a recession, Warner said.

More discriminating audiences and a greatly expanded entertainment field present challenges which will result in better pictures and which must also be met with improved showmanship, he pointed out. "Showmanship," he continued, "got lost during the war. We didn't need it, and we didn't have time for it because we had war jobs to do. But we need it now. We must put the show back in our business."

The company, he said, had expanded its talent roster, having signed 13 new players. "Vital new personalities are the lifeblood of motion pictures, and we are continuing our program of wide search and intensive training. Several new directors have also been signed."

In an analysis of completed pictures and active properties, Warner emphasized that the studio is providing a balanced entertainment program without anticipation of any particular trends. The 47 properties on the production slate include 24 romantic dramas, eight sweeping adventure stories, five comedies, four musicals and a half a dozen classifiable under the headings of mystery, romance and biography.

Among the six Broadway hits which will be filmed, "The Patriots" was cited by Warner as the type of material for entertainment which can make "an important contribution to better citizenship and a deeper understanding of our national history."

Newly acquired by the studio, and intended for early production as the next starring vehicle of Humphrey Bogart and Lauren Bacall, is the famed Maxwell Anderson drama, "Key Largo."

Other stage plays on the list are "Christopher Blake," by Moss Hart; "John Loves Mary," by Norman Krasna; "Johnny Belinda," by Elmer Harris; and Dan Toheroh's "Distant Drums," to be filmed by United States Pictures for Warner Bros. release.

Bette Davis' first picture upon her return to the screen, Warner announced, will be "Winter Meeting," from the Ethel Vance novel. Eighteen other best-sellers are on the studio's program. Some of the

screen properties which already have made publishing history are "The Fountainhead," by Ayn Rand; Robert Wilder's "Flamingo Road"; James M. Cain's "Serenade"; "The Turquoise," by Anya Seton; "The Return of the Soldier," by Rebecca West; and Edith Wharton's "Ethan Frome."

Other books include "Man Without Friends," by Margaret Echard, which will be screen-titled "Lightning Strikes Twice;" C. S. Forester's "The African Queen;" "Captain Horatio Hornblower," also by Forester; "The Two Worlds of Johnny Truro," by George Sklar; John Kafka's boomtown tale, "The Apple Orchard;" and "The Iron Gates," a Margaret Millar mystery. Clarence Buddington Kelland's "Sugar Foot" is to be done in Technicolor by Michael Curtiz Productions for Warner Bros. release, and "Winter Kill," by Steve Fisher, also is on the Curtiz production list. Robert Sylvester's "Dream Street" is to be filmed by US Pictures.

An outstanding production is expected to be made of "The Bright Leaf," by Foster Fitzsimons, a colorful novel not yet published, about the tobacco industry. "The Story of Eddie Cantor" will be filmed in Technicolor. And "Will Rogers" is to be made from the book of the same title written by the humorist's wife, Betty Rogers.

Two other biographical properties were listed by Warner from the 22 original stories being prepared for filming at the studio. One is "Mr. Broadway," Abel Green's study of Sime Silverman and his Variety mugs. The other is "The Story of Seabiscuit," as told by C. S. Howard, owner of the great horse. The racing picture, said Warner, will be in Technicolor and directed by David Butler.

All four of the musicals in preparation are originals. Marilyn Miller will live again in the Technicolor special, "Silver Linings," and "Footlights" is a vaudeville story for Barbara Stanwyck and Jack Carson. Warner also announced that "Rainbow Mountain," with Vincent Youmans' music, will be one of the most lavish Technicolor spectacles in the studio's history, while "April Showers" is to be a Broadway

musical comedy titled for Al Jolson's famous song.

Now being filmed in France for authentic background, with Dennis Morgan and Viveca Lindfors in the leading roles, is an original drama, "To the Victor."

In the department of spectacle and action are four originals headed by "The Adventures of Don Juan," for Errol Flynn. Others are "The Forty-Niners," "The Frontiersman" and "Montana"—the last-named by Ernest Haycox, who wrote the unforgettable "Stagecoach."

Titles of the remaining originals include "Sunburst," "The Last Fling," "Old Enough to Know Better," "The Persian Cat," "Until Proven Guilty," "The Girl From Jones Beach" and "With This Ring." "To the Ends of the Earth" will be filmed by US Pictures for Warner release, and Michael Curtiz Productions has these three originals: "The Shadow of Fear," "No Common Clay" and "Forever and Always."

At the New York meeting Norman Moray said that the short subject schedule will consist of eight series, including 78 one-reelers, eight two-reelers and a weekly issue of Warner Pathe News. The series are eight two-reel Technicolor Specials, six Technicolor adventure specials, six Memories of Melody Lane, 13 Sports Parade in Technicolor, eight Melody Masters bands, six Joe McDoakes comedies, 13 Blue Ribbon Technicolor Cartoons, and 26 Merrie Melodies and Looney Tunes in Technicolor.

New Cineguild Pic

"Snow Goose," the famous story by Paul Gallico, will be brought to the screen early in 1948 by Cineguild, the J. Arthur Rank producing unit that was responsible for "This Happy Breed," "Brief Encounter" and "Great Expectations."

Roy Rogers Film

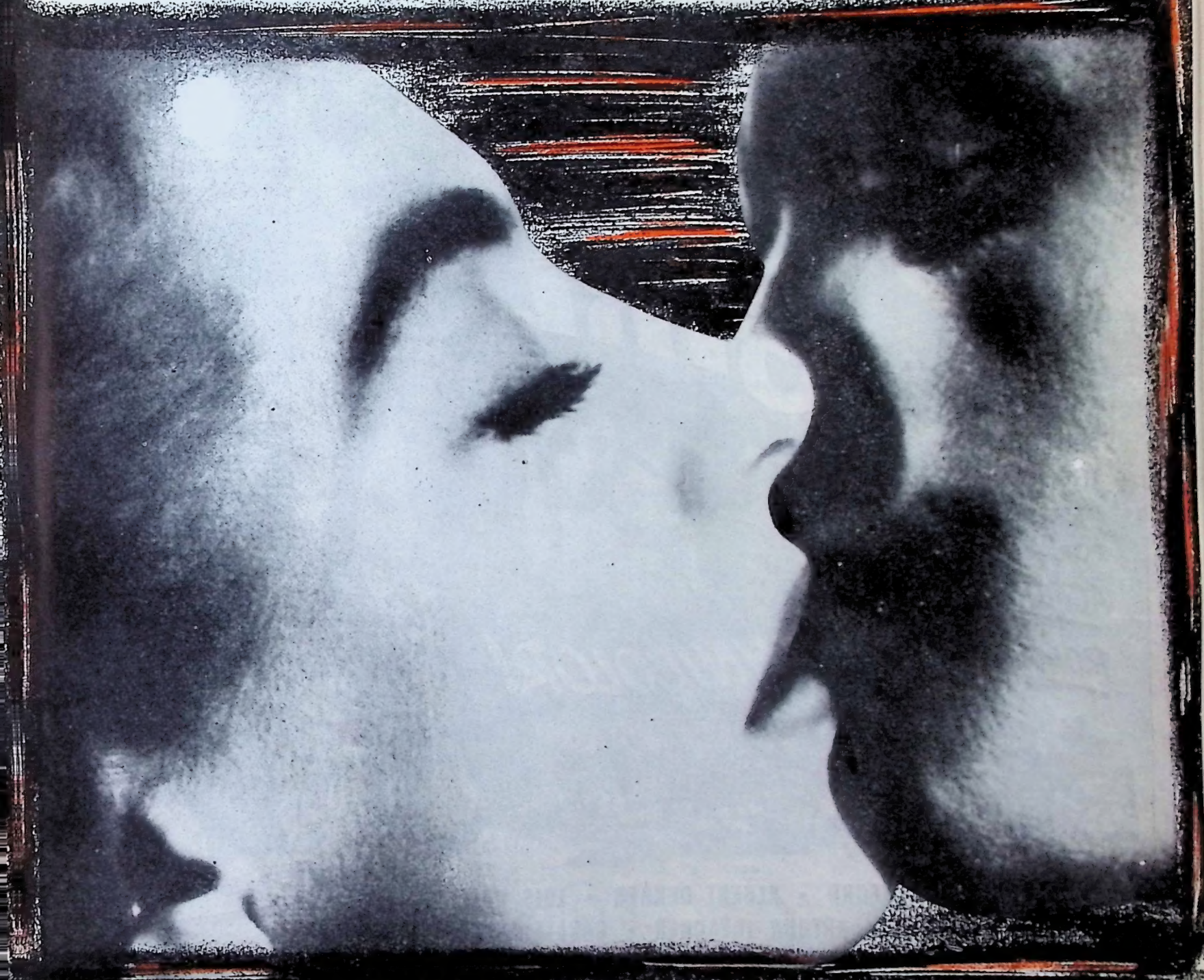
Roy Rogers' next starrer at Republic will be "The Gay Ranchero."

John Lund Cast In 'A Foreign Affair'

John Lund, who scored a personal triumph in his screen debut opposite Olivia DeHavilland in Paramount's "To Each His Own," is cast to star opposite Jean Arthur in the forthcoming Paramount production "A Foreign Affair." In the romantic comedy, Lund will play the role of an officer of the American Army of Occupation in Berlin.

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WITH RAYMOND MASSEY · GERALDINE BROOKS · DIRECTED BY CURTIS BERNHARDT · PRODUCED BY JERRY WALD

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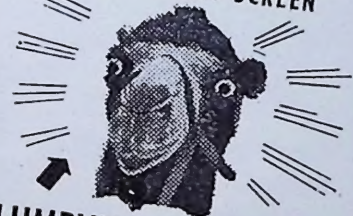


ANDY DEVINE...
he tripped in Tripoli!



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and. SOMETHING NEW AND
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